

# Sports Drinks in Venezuela

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## Abstracts

Sports drinks registered a two-digit volume decline in 2017 for the fifth year in a row. Although not as large as the fall observed in 2016, product shortages and demand constraints continue to be the main factors behind the adverse performance of sport drinks. In general, Venezuelan households have been reducing their purchases of non-basic consumption goods as high inflation keeps eroding their purchasing power. In addition, the category is marketed towards athletes and consumers interested in...

Euromonitor International's Sports Drinks in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2013-2017), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Sports Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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